REMARKS

A. Introduction

Claims 1, 3-18, 20 and 21 were presented for examination.

Claims 1, 3-18, 20 and 21 were rejected.

Claims 1, 3-18, 20 and 21 are amended.

B. Claim Rejections Under 35 U.S.C. § 102

Examiner continued the rejection of Claims 1 and 3 under 35 U.S.C. § 102(a) as being anticipated by U.S. Patent No. 6,458,388 to Genis et al (Genis). In a telephone interview with Examiner on January 27, 2005, Examiner told the undersigned attorney that the Genis patent would be removed as a reference if Claim 1 and all dependent claims therefrom were amended to clarify the non-aqueous or anhydrous nature of the present composition. Each of the pending claims has been amended to clarify this novel feature of the present invention. In light of these amendments, Claims 1 and 3 should be allowable. An affidavit under Rule 132 has been provided to confirm the clear distinction between aqueous and non-aqueous compositions in this field. Furthermore, the inventors have provided experimental data for their experiments in this area.

C. Claim Rejections Under 35 U.S.C. § 103

Examiner continued the rejection of Claims 17, 18 and 20 and presented a new rejection of Claim 21 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,458,388 to Genis et al (Genis). In addition, Examiner continued the rejection of Claims 12, 13, 15, and 16 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,458,388 to Genis et al (Genis) in view of EP 1074245 (EP '245). Last, Examiner continued the rejection of Claims 4-11 under 35 U.S.C. § 103(a) as being

unpatentable over U.S. Patent No. 6,458,388 to Genis et al (Genis) and EP 1074245 (EP '245).

As noted concerning the Section 102 claim rejections, appropriate amendments were made to the claims as recommended by the Examiner to remove Genis as a reference against the claims of the present invention. Furthermore, in the telephone interview with the Examiner on January 27, 2005, Examiner told the undersigned attorney that the EP '245 patent would be removed as a referenced if it was clarified that the 50% of Dead Sea minerals was by weight of the total composition. Therefore, appropriate amendment has been made to Claims 1 and 3. These amendments apply to each of the dependent claims as well. In light of these amendments, Claims 4-18, 20 and 21 should be allowable.

Conclusion

In view of the above, the Applicant submits that Claims 1, 3-18, 20 and 21 are in condition for allowance. Applicant respectfully requests reconsideration and withdrawal of the rejections. Allowance of Claims 1, 3-18, 20 and 21 at an early date is solicited.

If the Examiner still finds impediments to allowance of Claims 1, 3-18, 20 and 21 and, in the opinion of the Examiner, a telephone conference between the undersigned and the Examiner would help remove such impediments, the undersigned respectfully

requests such a telephone conference.

Respectfully submitted,

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Unacceptable
Excellent scent. feel. Excellent
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<u>-</u>
Immediate effect feel. Immediate
intended with not as intended.
. 4 % III next test
25.0 10 5.0 3.0 3.0 1.0 1.0 1.0 1.0 1.0 2.0 2.0 2.02 Decent feel. Excellent so Excellent so Sight separa Near ideal thickness. Immediate on skin is no intended with very slight very slight residue feel.

	Date: 01.12.01	Date: 01.15.01	Date: 01.16.01	Date: 01.17.01	Date: 01.18.01
INGREDIENT	Experiment 06	Experiment 07	Experiment 08	Experiment 09	Experiment 10
	%	%	%	%	%
Ultra Fine Dead Sea Minerals*	51.0	51.0	51.0	51.0	51.0
Palm oil	25.0	25.0	25.0	25.0	25.0
Soy Bean oil	6.0	6.5	8.0	8.5	9.0
Olive oil	6.0	6.0	5.0	5.0	5.0
Jojoba oil	3.0	3.0	3.0	3.0	3.0
Beeswax	5.0	4.5	4.0	3.5	3.0
Jojoba wax Peg 120	1.0	1.0	1.0	1.0	1.0
Cashew husk oil ethoxylate	1.0	1.0	1.0	1.0	1.0
Coconut oil	1.0	1.0	1.0	1.0	1.0
Vitamin E oil (d alpha tocopherols)	.10	.10	.10	.10	.10
Vitamin E oil (mixed tocopherols)	.05	.05	.05	.05	.05
Rosewood oil	.44	.44	.44	.44	.44
Lavender oil	.34	.34	.34	.34	.34
Chamomile oil	.20	.20	.20	.20	.20
Calendula oil	.02	.02	.02	.02	.02
RESULTS	Decent feel.	Decent feel.	Excellent feel,	Excellent feel,	Excellent feel,
Note: Experiments conducted under optimal	<u>. </u>	Excellent scent	scent and	scent and	scent and
equipment. This first formula intended for		and appearance.	appearance.	appearance.	appearance.
use as scrubs. Utilizing even finer version of processed Ultra Fine Dead Sea Minerals will	f Remains in	Remains in	Remains in	suspension with	suspension with
produce exceptional ointments. Unlimited		no separation.	no separation.	no separation.	no separation.
experiments conducted with native Dead Sea		Slight over thick.	Slight over thick.	Ideal thickness.	Ideal thickness.
Minerals (un-processed) yielded sub par & unacceptable results. Conclusion: Native	Immediate effect	Immediate effect	Immediate effect	Immediate effect	Immediate effect
Dead Sea Minerals must be processed into Ultra Fine and extra Ultra Fine granularities	as intended with	intended with	intended with	intended with	intended. No
of 100% less than 1mm*, in order for formulation to remain in suspension and		slight residue.	very slight	very slight	residue.
intended with proper feel and effectiveness					EOR
					PRODUCTION

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